



MENTION

2019

INTERNATIONAL CONFERENCE ON MEDIA AND COMMUNICATION

PROGRAMME BOOK

“All information and details are correct at time of printing”

**19 – 21 NOVEMBER 2019
HOTEL TENERA, BANGI**



INTRODUCTION

This is the sixteenth edition of the conference and one of the earliest conferences organized in Malaysia. For this year the Centre for Communication and Digital Society is organizing the conference with the Institute of Broadcasting and Information Tun Abdul Razak (IPPTAR) an agency under the Ministry of Communication and Multimedia of Malaysia. This is the third time the collaboration has taken place.

MENTION 2019 features five key sub-themes which included: Globalisation and Social Effects, Media, Democracy and Integration, Communication Policy and Industry, Audience Analysis and Media Security. It gathers current research from academics, media practitioners, industry players and postgraduate students on new arising issues on this matter.

The theme of the conference is Media and Communication in a Changing World. This theme best outline the current issues, transformations and convergence that has affected media and communication all over the world

One of the key issues faced today is on the transformation and convergence of the media . Convergence is described as a synergy of technology, media and information that can transform societies. The existence of the internet technology supported with high speed broadband combined with creative content and the birth of industrial revolution4.0 has led to the dependency of society on technology. This form of dependency is continuous and it relates to many discussions taking place online such as matters on politics, entertainment, sports, current issues, religion and etc. This led to the rise of online interest groups that could use the media as not only a positive platform for discussion or advocacy but also a place to spread fake news, manipulate information, cyber bully; misrepresentation of identity and etc.

Though convergence has been viewed as dynamic process, its presence has an effect on the media institution, ownership of media, how news is delivered, how news is received, accessibility to media and the overall effect to the media channels operation. Media is no longer in the hands of the powerful few as the barriers to entry have been lifted. Online journalism are gaining stronger followings, citizen journalism is gaining popularity and they bring news closer to the audience. Twitters are being updated by those in the surrounding of an event while instastories gives lives coverage by anyone and can be viewed by globally while popular culture and cross-cultural communication has risen up to a whole new level.

All in all, this conference aims to contribute significant discussions and ideas on issues that may effect the global media and education landscape.

OBJECTIVES

- 1- To provide a platform to discuss on issues relating to media and communication in the era of change.
- 2- To encourage and promote the sharing of findings and best practices on media and communication among the key stakeholders.
- 3- To strengthen the network and collaboration among media and communication experts across the world.

**INTERNATIONAL CONFERENCE ON MEDIA AND COMMUNICATION
(MENTION 2019)
TENERA HOTEL, BANGI**

MEDIA AND COMMUNICATION IN A CHANGING WORLD

DAY 1

19th NOVEMBER 2019 (TUESDAY)

08.00 am – 09.00 am	Registration
09.00 am – 10.00 am	1 st Keynote Speaker Y.Bhg. Professor Emeritus Dr. Samsudin A. Rahim Universiti Kebangsaan Malaysia
10.00 am – 10.30 am	Morning Tea Break
10.30 am	National Anthem & Recital of Doa
10.35 am	Welcoming Address Associate Professor Dr Abdul Latiff Ahmad Director of MENTION2019 Universiti Kebangsaan Malaysia
10.40 am	Welcoming Remarks YBhg. Prof. Dr Hazita Azman Dean Faculty of Social Sciences and Humanities Universiti Kebangsaan Malaysia
10.50 am	Opening Remarks YB Tuan Eddin Syazlee Shith Deputy Minister Ministry of Communications and Multimedia Malaysia
11.20 am – 11.30 am	Group Photo
11.30 am – 12.30 pm	2 nd Keynote Speaker Professor Dr. Stephen Croucher Massey University Wellington, New Zealand
12.30 pm – 02.00 pm	Lunch
02.00 pm – 03.30 pm	Parallel Session 1
03.30 pm – 05.00 pm	Parallel Session 2
05.00 pm	Afternoon Tea Break End of Day 1

DAY 2 **20th NOVEMBER 2019 (WEDNESDAY)**

08.00 am – 09.30 am	Parallel Session 3
09.30 am – 10.00 am	Morning Tea Break
10.00 am – 11.30 am	Plenary Session
11.30 am – 01.00 pm	Parallel Session 4
01.00 pm – 02.30 pm	Lunch MACE AGM Meeting
02.30 pm – 04.00 pm	Parallel Session 5
04.00 pm – 05.30 pm	Parallel Session 6
05.30 pm	Afternoon Tea Break End of Day 2

DAY 3 **21st NOVEMBER 2019 (THURSDAY)**

08.00 am – 09.30 am	Parallel Session 7
09.30 am – 10.00 am	Morning Tea Break
10.00 am – 11.30 am	Parallel Session 8 Sharing Session
11.30 am – 11.45 pm	Award Presentation
11.45 am – 12.30 pm	Closing Ceremony Puan Ba'ayah Binti Bachok Registrar, IPPTAR
12.30 pm – 01.00 pm	Grant of Certificates
01.00 pm – 02.30 pm	Lunch
02.30 pm	End of Day 3

Presenter	Title
Yousef Aljuneidi Mohd Nizam Osman Megat Al-Imran Yasin Mohd Nor Shahizan Ali Rosya Izyanie Shamshudeen <i>Universiti Putra Malaysia</i>	The Roles of Palestinian Feature Films in Presenting the Holy City of Jerusalem
Mohd Nor Shahizan Ali Zairul Anuar Md Dawam Loh Yoke Ling Neesa Ameera Mohamed Salim <i>Universiti Kebangsaan Malaysia</i>	Reception and Security Threats on Communism Via Independent Documentary
Asma Md Isa Wan Amizah Wan Mahmud Wan Idros Wan Sulaiman Muhammad Adnan Pitchan <i>Universiti Kebangsaan Malaysia</i>	The Role of OTT Media Towards Audience's Gratification in Malaysia
Zaliha Idris Zaridah Abdullah <i>Universiti Teknologi MARA</i>	The Gratification of Needs: Malay Women and Korean Drama Series

Session 5B

Venue: MELUR ROOM
Time : 2.30 PM – 4.00 PM
Theme: COMMUNICATION POLICY

Chair: ASSOC. PROF. DR. WAN AMIZAH WAN MAHMUD

Presenter	Title
Siti Zaiton Mohd Ajis Wan Amizah Wan Mahmud Muhammad Adnan Pitchan Fatimah Munirah Ismail Nur Athirah Sunyid @Suib Umayathi Ramayah Ali Johari Mohd Sharazlee <i>Universiti Kebangsaan Malaysia</i>	The Effectiveness of Standards of Behavior For Officers (Spp) Policy Towards the Operations Officers of The Royal Malaysian Customs Department
Nazrul Izwan Ismail Zainor Ikham Omar	The Effectiveness of the Role of the Halal Industry Development Corporation (HDC) as

<p>Sharifah Awang Arfah Sulaiman Azimah Abdul Manap Wan Amizah Wan Mahmud</p> <p><i>Universiti Kebangsaan Malaysia</i></p>	<p>a Halal Information Dissemination Agency Among Entrepreneurs in Malaysia</p>
<p>Amalina Mustaffa Soon Eu Hui Atiqah Razak Zahir Ahmad Nur Annizah Ishak Ahmad Hakimi Khairuddin Wan Abdul Malek Wan Abdullah</p> <p><i>Universiti Malaya</i></p>	<p>Correctitude Behaviour in Social Media: Back to the National Principle of Rukunegara.</p>
<p>Rizwanah Souket Syed Arabi Idid</p> <p><i>International Islamic University of Malaysia</i></p>	<p>Three Public Relations Practitioners In British Malaya</p>

Session 5C

Venue: MAWAR ROOM 1
Time : 2.30 PM – 4.00 PM
Theme: DEVELOPMENT COMMUNICATION

Chair : ASSOC. PROF. DR. NORMAH MUSTAFFA

Presenter	Title
<p>Fatimah Munirah Ismail Arina Anis Azlan Emma Mirza Wati Mohamad</p> <p><i>Universiti Kebangsaan Malaysia</i></p>	<p>Situational of Problem Solving The Perception of Volunteer Involvement in Malaysia</p>
<p>Rajab Ritonga Catrinadia Christie Br Barus</p> <p><i>Universitas Prof Dr Moestopo</i></p>	<p>Communication of Local Government Organizations in the Disaster Mitigation of Mount Sinabung Eruption in Indonesia</p>
<p>Sahid Teguh Widodo Agus Purwantoro</p> <p><i>Universitas Sebelas Maret</i></p>	<p>The Effectiveness of Cultural Communication of Water Preservation in the Serat Centhini (Ethnohidrolic Perspective)</p>
<p>Atie Rachmiate Dadi Ahmadi Abdul Kudus</p>	<p>Building Information Intelligence to Strengthen the National Characters</p>